



**Maggie Brooks**  
*County Executive*



## **NEWS RELEASE**

### **ISRAELI DENTAL FIRM e-DENT MERGES WITH VDC PORTAL, ESTABLISHES OPERATIONS IN ROCHESTER REGION**

**e-Dent to invest up to \$500,000 in 2005 and hire three employees in Rochester**

**Rochester, New York, and Tel Aviv, Israel, November 10, 2004:** Monroe County Executive Maggie Brooks, New York State Senator Joseph Robach and officials from Greater Rochester Enterprise today joined e-Dent, an oral health web-enabled network for dentistry in Israel, in announcing the firm's merger with VDC Portal, an internet-based application service provider for dentistry in Rochester. Terms of the deal were undisclosed.

As part of the deal, e-Dent founder Israel Rosenberg will locate e-Dent's United States headquarters in the Greater Rochester, Monroe County Region and will name VDC Portal founder Dov Almog as CEO of e-Dent's U.S. operations. e-Dent intends to invest up to \$500,000 in Rochester and hire three employees — a marketing manager, an administrative assistant and a part-time medical technician.

"I am proud to announce that e-Dent has selected Monroe County for its U.S. headquarters and will invest up to \$500,000 in our community," Monroe County Executive Maggie Brooks said at a meeting with e-Dent during a weeklong visit to Israel sponsored by Greater Rochester Enterprise. "This is exactly the kind of announcement we hoped to make during this mission trip — one that creates opportunities and grows our local economy. This is great news for the residents of Monroe County."

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## Israeli dental firm and Rochester company merge (page 2 of 3)

“New Yorkers everywhere can now add e-Dent to the impressive list of internet-based companies that do business in the Rochester Region of Upstate New York,” said New York State Senator Joseph Robach. “I am thrilled that e-Dent decided to locate in Rochester and I welcome the company’s sizeable investment in the region. I have every reason to believe that e-Dent will succeed and its investment will pay off in the form of job creation and economic growth for the Rochester Region.”

“As a web-based network for dentistry, e-Dent made the right location decision when it chose Rochester for its U.S. headquarters,” said Michael A. Finney, President and CEO of Greater Rochester Enterprise. “We have a highly skilled workforce, the technical know-how, an outstanding quality of life, and we are home to the nationally ranked University of Rochester School of Medicine and Dentistry. e-Dent recognized all that Rochester offers, and I have confidence other Israeli firms will as well.”

e-Dent offers dentists operating systems with a powerful platform for practice management, productivity, continuing education, clinical integration, digital records archive, digital crown and bridge impressions, implant planning, access to information, management of inventory and service, two-way communication with specialists, electronic claims submission, payroll services and remote diagnosis, among other applications. VDC Portal offers remote clinical applications, as well as an education, training and certification system for dentists.

The ultimate goal of e-Dent is to make any application in the dental industry available via the web. e-Dent recently signed a collaborative agreement with the Microsoft network in Israel, <http://msn.co.il>, which resulted in the oral health portal, <http://e-dent.msn.co.il/>. This portal is expected to increase e-Dent’s monthly professional log-ins from 55,000 to more than 200,000 by the end of the first month.

“e-Dent has already made a name for itself in the Israeli dental community and will make Rochester a springboard for what will soon become a global internet network for dentistry around the world,” said Dov Almog, founder of VDC Portal and the new CEO of e-Dent’s U.S. operations. “Oral health accounts for approximately \$50 billion, or 11 percent, of total health-care expenditures in the U.S. annually. Capturing just 2 percent of this market amounts to \$1 billion in revenues.”

Monroe County Executive Maggie Brooks and New York State Senator Joseph Robach are among 16 government, business and university leaders participating in a weeklong mission trip to Israel, now through Nov. 13. The trip was organized by Greater Rochester Enterprise and SIT, a business consulting group in Tel Aviv.

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Other participants in the mission trip include Gary Aron, Senior Vice President at Bausch & Lomb; Kevin Hobert, Vice President, Health Imaging Group at Eastman Kodak Co.; and Peter Robinson, Vice President and Chief Operating Officer at the University of Rochester Medical Center.

Participants in the mission trip are visiting the cities of Tel Aviv, Jerusalem, Modi'in and Rehovot, Rochester's Sister City. They are meeting with more than 80 Israeli companies, including firms considering operations in the U.S.; venture capitalists interested in investing in high-tech start-up companies; and Israeli businesses seeking mutually beneficial partnerships with U.S. firms.

### **About SIT:**

Systematic Inventive Thinking is both the name of a company and the innovative method it develops for enhancing innovation and creativity across organizations. SIT Ltd. is a privately owned company headquartered in Tel Aviv that has run projects worldwide either directly out of Israel or through a variety of local strategic partners for almost a decade.

### **About GRE:**

Greater Rochester Enterprise (GRE) is a public-private partnership established to professionally market the Rochester metropolitan region as a competitive, high-profile place for business location and growth. GRE will collaborate with business, academia, not-for-profit organizations and government to ensure a unified approach to regional economic development efforts.

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